

Home Furnishings Calendar 1951

WEEK OF
JANUARY

FEBRUARY

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HOME FURNISHINGS CALENDAR

* HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; *
 * furnishing and decorating; gardening and horticulture; food and major appliances. *
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* The CALENDAR will furnish free to yearly subscribers an accurate list of editors *
 * who cover every phase of the home furnishings field on national trade and con- *
 * sumer publications. Non-subscribers pay \$25 for this list. Personnel changes *
 * and additions are published weekly. Avail yourself of this invaluable service. *
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* One of our important functions is to clear dates so that conflicts will not *
 * arise. Check with us as to available times before scheduling your next affair. *
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* Events are listed without charge in the CALENDAR for approximately six weeks in *
 * advance. Let us have your listing as early as possible so that we may help you *
 * to avoid conflicts in dates and give you increasingly better service. New events, *
 * last minute changes and revisions are added each week as scheduled. *
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 11- Jan. 12	OPEN HOUSE AND MEETING An open house will be held from 4 to 6 P.M. on Jan. 11 for members at 608 Fifth Ave. The business meeting will be held on Jan. 12 in the West Foyer of the Waldorf-Astoria. Contact: Albert Haase, 608 5th Ave., PL. 7-3075.	JEWELRY INDUSTRY COUNCIL	WALDORF-ASTORIA
Thursday Jan. 11- Jan. 19	NEW LINE BEING SHOWN The new Arrow line of "Ridgecrest" contemporary sofas, chairs and sectional pieces is being shown at the Chicago market prior to its showing here in New York on Jan. 18 at the time of the opening of the new Arrow show-rooms. Publ.: Ann Ruggles, Virginia Burdick Public Relations, OR. 4-6462.	ARROW UPHOLSTERY CO.	CHICAGO, ILLINOIS
Thursday Jan. 11 Just out	NEW FOOD BUYING GUIDE A new leaflet which tells the consumer the three easy steps to being a smart family food buyer is now available, without cost, for use in classes, study groups and organization meetings. Contact: Paul S. Willis, president, Grocery Mfrs. of America, Inc., 205 East 42nd Street, New York 17, N. Y.	GROCERY MFRS. OF AM.	205 EAST 42ND ST.
Thursday Jan. 11 Just out	BOOK ON SERVING FOOD A new book "The Art of Serving Food Attractively" by Mary Albert Wenker, comes out today. Freely illustrated, it describes ways to garnish dishes of all sorts. Publicity: Helen Crosby, CI. 6-1700.	DOUBLEDAY & COMPANY	14 WEST 49TH ST.
Thursday Jan. 11 Going on	NEW CONSUMER SERVICE A new service to coordinate modern art with the contemporary interior so that the consumer will find it easier to select pictures for her rooms has just been introduced. More than a thousand color reproductions, representing all the well-known modern masters, and more than two hundred frame combinations in almost every style, finish or texture are offered in the new Modern Picture Shop. Another new feature at this store is their "Economodern" groupings in the completely redesigned lower level. Publicity: Virginia Burdick, OR. 4-6462.	MODERNAGE FURNITURE CORP.	16 EAST 34TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 11 Going on	NEW WALLPAPER LINE Many new wallpapers have been added to Greeff's line and are now on display with their correlated fabrics on the Mezzanine. Publicity: Hilda Kassell, 9 East 46th Street, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Thursday Jan. 11 Going on	NEW PUBLICITY SERVICE A new and unique business enterprise, to be known as "Cooperative Publicity Photographs," has just been announced. The service is based on several manufacturers collaborating in the taking of publicity photographs with benefit to all and reduced costs to each. This service is expected to benefit the home furnishings field the most as the cost of assembling attractive room settings is heavy, but foods and fashions will also be included. Additional services in writing captions and placing photographs are also available. Contact: Dorothy Harrower, 119 East 10th St., New York 3, N.Y., GR. 7-4151.	HARROWER ASSOCIATES	119 EAST 10TH STREET
Jan. 12- Jan. 17	UNITED FRESH FRUIT & VEGETABLE ASSN. NATL. CONVENTION, MIAMI BEACH, FLORIDA CONTACT: A. T. RAINES, 2017 S. STREET, N.W., WASHINGTON 9, D.C.		
Jan. 14- Jan. 17	NATL. APPLIANCE & RADIO DEALERS ASSN. CONVENTION, STEVENS HOTEL, CHICAGO. CONTACT: IRA LAVIN, EXEC. SECTY, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 14- Jan. 19	NEW YORK LAMP SHOW, HOTEL NEW YORKER, NEW YORK. CONTACT: GEO. F. LITTLE MNGEMT., MU. 9-7147. PUBLICITY: CATHERINE BLONDIN ASSOCIATES, MU. 9-7360.		
Jan. 14-19	CURTAIN, DRAPERY, DOMESTICS AND LINEN SHOW, STEVENS HOTEL, CHICAGO, ILL.		

WEEK BEGINNING MONDAY, JANUARY 15, 1951

Monday Jan. 15 12:30 P.M. Luncheon	LUNCHEON TO MARK OPENING '51 GOOD DESIGN EXHIBIT The official opening of this year's Good Design exhibit will be marked by a luncheon at which the speaker will be Mr. Frank M. Mayfield, president of Scruggs, Vandervoort & Barney, St. Louis. Finn Juhl, noted architect and designer, has been selected to design the interior settings for the exhibit, which will remain on view until December 31, 1951. Publicity: for the Exhibit, Betty Chamberlain, Museum of Modern Art, CI. 5-8900; Contact for the Merchandise Mart, W. O. Ollman, Mdse. Mart, Chicago 54, Ill.	MERCHANDISE MART CHICAGO 54, ILLINOIS	M. & M. CLUB MDSE. MART
Monday Jan. 15 7:30 P.M.	THIRTEENTH LECTURE Layout, Design and Illustration in advertising and editorial work will be covered in this lecture by Ethel Holm, Art Director, J. Walter Thompson Company, and by Tommy Weber, photographer. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Jan. 15- Jan. 18	GENERAL MANAGEMENT CONFERENCE, AM. MANAGEMENT ASSN., BILTMORE, LOS ANGELES, CALIFORNIA. PUBLICITY: EDWARD K. MOSS, BR. 9-6055.		
Jan. 15-24	CANADIAN FURNITURE MART SHOW, TORONTO, CANADA.		
Monday Jan. 15- Feb. 15	SALES TRAINING COURSE The second session of this course will run for three weeks and is open to a total of 200 registrants, including members and non-members of the Metropolitan Carpet Club. Contact: Morris Herman, Jersey Carpet Corp., BR. 9-0718.	CARPET INSTITUTE	HOTEL SHELburnE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Jan. 16 9:30 A.M.- 5:45 P.M.	NEW MODEL ROOMS Under the title "Signs of Spring", Bloomingdale's new group of model rooms will open on this date and be on view all during store hours. Publicity: Alice Hutton, Publicity Director, EL. 5-5900.	BLOOMINGDALE'S	59TH & LEXINGTON
Tuesday Jan. 16 10:00 A.M.	PRESS BREAKFAST A press breakfast for the New York Lamp Show with guest speakers and a question and answer period will be held by invitation only. Speakers to be announced later. Publicity: Catherine Blondin Assoc., MU. 9-7360.	NEW YORK LAMP SHOW	HOTEL NEW YORKER
Tuesday Jan. 16 12:30 P.M.	MONTHLY LUNCHEON This luncheon will be addressed by Robert Montgomery on the subject "Free Man's Manifesto." Contact: Mabel Blake, Adv. Women of New York, 1233 Sixth Avenue, New York 19, N.Y., CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Tuesday Jan. 16 7:30 P.M.	MEETING LIGHTING FORUM At the January meeting Miss Priscilla Presbrey of Westinghouse Electric Corp. will discuss required lighting levels recommended by lighting specialists; Miss Lillian Eddy of General Electric Co. will demonstrate ways the homemaker can be sure her lighting equipment is the proper kind and use it to best advantage. The meeting will be held in the General Electric Auditorium. Publicity: Winonah Murphy, Sylvania Electric Products, Inc., 1740 Broadway, New York 19, N.Y., JU. 6-2424.	RESIDENCE LIGHTING FORUM	570 LEXINGTON AVENUE
Wednesday Jan. 17 12:00 M.	PUBLICITY CLUB LUNCHEON The monthly luncheon of this club will be addressed by John Mather Lupton on "The Tools of Advertising and How To Use Them." Contact: Rita Otway, Hotel Shelton, PL. 5-4000.	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON
Wednesday Jan. 17- Jan. 18	RADIO-TV CONFERENCE This association will hold its seventh annual Industrial Relations Conference. Its subject will be "Industrial Relations Problems in a Mobilizing Economy." Contact: James Secrest, Radio-Television Mfrs., Assn., 1317 F Street, Washington 4, D.C.	RADIO-TV MFRS. ASSN.	HOTEL STATLER
Thursday Jan. 18 9:30 A.M.- 12:00 M.	PRESS BREAKFAST To mark the official opening of its greatly enlarged new showrooms, Arrow-bilt will present to the press "Ridgecrest", a contemporary line of sofas, chairs and sectional pieces designed by Ernst Herrmann. By invitation only. Publicity: Ann Ruggles, Virginia Burdick, Pub. Rel., OR. 4-6462.	ARROW UPHOLSTERY COMPANY	119-125 WEST 24TH
Jan. 18- Jan. 25	NATIONAL HOUSEWARES MFRS. ASSN., NAVY PIER, CHICAGO, ILLINOIS. CONTACT: A.W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Friday Jan. 19 10:00 A.M.- 4:00 P.M.	PRESS SHOWING: NEW LINE A press showing, by invitation only, of Firth's new line, will be held all day with a luncheon for the press in the company's showrooms. Publicity: Ann Benson, MU. 9-8224.	FIRTH CARPET COMPANY	295 FIFTH AVENUE
Sunday Jan. 21- Jan. 25	ANNUAL CONVENTION At this annual convention and exposition more than 700 home building materials and equipment will be on display in the exhibit halls of the Stevens and Congress Hotels. Panel discussions, clinics, major addresses and so on will mark the convention. Publicity: Kenneth E. Shepard, Publicity Director, 75 E. Wacker Drive, Chicago, Ill.	NATL. ASSN. HOME BUILDERS	CHICAGO, ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Jan. 21- Jan. 25	MIDWINTER MARKET WEEK GIFT SHOW, PARKER HOUSE, BOSTON, MASSACHUSETTS. CONTACT: JOHN L. CLABBY, PARKER HOUSE, BOSTON, MASSACHUSETTS.		

Jan. 21- Jan. 26	32ND CALIF. GIFT SHOW, BRACK SHOPS & MDSE. MART, ALEXANDRIA & BALTIMORE HOTELS, LOS ANGELES, CAL. CONTACT: WOODY C. KLINGBORG, 1151 S. B'WAY, L.A.		
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WEEK BEGINNING MONDAY, JANUARY 22, 1951

Monday Jan. 22 7:00 P.M.	MARKET DINNER An old-fashioned beeksteak dinner will be held in the Georgian Room during New York Furniture Market week. Tickets, \$12.50. Contact: Henry De Brito, Home Furnishings Club, Hotel Statler, New York 1, N.Y.	HOME FURNISHINGS CLUB	HOTEL STATLER
Monday Jan. 22 7:30 P.M.	FOURTEENTH LECTURE The subject of this lecture is Typography and Production. Arthur A. Kron of Gotham Advertising Co. will speak on the Importance of Mechanical Factors of Production, and Francis J. Sorg, Jr., of Sorg Printing Co., will discuss Fundamental Facts about Type. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Jan. 22- Jan. 24	NATIONAL COTTON COUNCIL OF AMERICA, BUENA VISTA HOTEL, BILOXI, MISS. CONTACT: ERNEST STEWART, NATL. COTTON COUNCIL, P.O. BOX 18, MEMPHIS, TENN.		
Jan. 22- Jan. 25	MEETING AMER. SOC. HEATING & VENTILATING ENGINEERS, BELLEVUE-STRATFORD, PHILA., PA. CONTACT: A.V. HUTCHINSON, 51 MADISON AVENUE, MU. 3-0291.		
Jan. 22- Jan. 25	SOUTHEASTERN CHINA, GLASS & GIFT SHOW, ATLANTA, GEORGIA. CONTACT: F. B. STEWARD, 1492 PEACHTREE ST., N.W., ATLANTA 5, GEORGIA.		
Jan. 22-25	VENETIAN BLIND ASSOCIATION CONVENTION, HOTEL SHERMAN, CHICAGO, ILLINOIS.		
Jan. 22- Jan. 25	CONCRETE INDUSTRIES EXPOSITION, PUBLIC AUDITORIUM, CLEVELAND, OHIO, CONTACT: DONALD T. PAPINEAU, MNG. DIR., 400 W. MADISON, CHICAGO 6, ILL.		
Jan. 22- Jan. 26	ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N. Y. CONTACT: W.S. ORKIN, ORKIN EXPOSITION MANAGEMENT, 8 W. 40TH ST., CH. 4-0697.		
Jan. 22- Jan. 26	INTL. HEATING & VENTILATING EXPOSITION, COMM. MUSEUM, 34TH BELOW SPRUCE, PHILA. PA. CONTACT: C. F. ROTH, GRAND CENTRAL PALACE, PL. 5-8234.		
Jan. 22- Jan. 27	NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVENUE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 22- Jan. 27	NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N. Y. PUBLICITY: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Monday Jan. 22- Jan. 31	ART SHOW Under the sponsorship of the Brooklyn Society of Artists, Abraham & Straus presents a first art show of all-Brooklyn pictures, "Brooklyn Through the Eyes of Brooklyn Artists," to be shown in the Special Events Center daily from noon to store closing. Included among the exhibitors are such well-known artists as William Thon, Lana Gurr, Greta Matson, Nancy Ranson, John Rogers. There will be free daily demonstrations with both painters and sculptors working on the same subject at the same time with celebrities on the model stand. Publicity: Frances Bemis, Dir. of Future Events, Abraham & Straus, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N.Y.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 22- Feb. 3	SOUTHERN FURNITURE MARKET	HIGH POINT MANUFACTURERS	HIGH POINT, N.C.
	Press Day will be held on Monday, January 22 at the opening of the annual winter furniture and rug market in High Point. Contact: Paul W. Casey, Southern Furniture Exposition Building, High Point, N.C.		
Monday Jan. 22- Feb. 9	COURSES FOR ADULTS	NEW YORK UNIVERSITY	WASHINGTON SQUARE
	Two courses of special interest to those in the fields of Public Relations, Publicity, Business Administration, Personnel Management and Industrial Relations are offered. The first is Industrial Publicity; instructor, Howard Stephenson, to be held Monday evenings, 6:15 to 8 P.M., Feb. 5 to May 21, fee \$35. Lectures are supplemented by case-study reports. The second is Community Relations; instructor, Howard Stephenson, to be held Monday evenings, 8:10 P.M. to 9:55 P.M., Feb. 5 to May 21, fee \$35. Registration is from Jan. 22 through Feb. 9. Contact: Milton R. Stern, Div. of Gen. Education, N.Y. University, Washington Square, New York 3, N.Y.		
Jan. 23- Jan. 25	NATIONAL POTATO CHIP INSTITUTE,	NETHERLAND PLAZA,	CINCINNATI, OHIO.
	CONTACT: H. F. NOSS, EXEC. SEC., 1360 HANNA BLDG., CLEVELAND, OHIO.		
Jan. 24- Jan. 28	MIAMI FOOD & BEVERAGE SHOW,	MUNICIPAL AUDITORIUM,	MIAMI, FLORIDA.
	CONTACT: E.J. SEIFRIT, PRES., 615 SOUTHWEST SECOND AVE., MIAMI, FLORIDA.		
Jan. 25- Jan. 27	THIRD ANNUAL MAGICOLOR CO. NAT'L PAINT MERCHANDISING CLINIC,	CONGRESS HOTEL,	CHICAGO, ILL. CONTACT: BEN MILLER, SALES DIR., MAGICOLOR CO., CHI.
Jan. 28- Jan. 31	SOUTHERN CALIF. CURTAIN & DRAPERY SHOW,	ALEXANDRIA HOTEL,	LOS ANGELES, CAL.
	CONTACT: JOE LOCKWOOD, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES, CAL.		
Jan. 28- Jan. 31	NEW YORK STATE GIFT & ART SHOW,	HOTEL ONONDAGA,	SYRACUSE, NEW YORK.
	CONTACT: RALPH S. WILDER, JR., WILDER MANAGEMENT CO., BOSTON, MASS.		
Jan. 28- Jan. 31	CALIFORNIA LAMP AND PICTURE SHOW,	LOS ANGELES,	CALIFORNIA.
	CONTACT: WOODY C. KLINGBORG, L.A. TRADE FAIR, 1151 S. BWAY, LOS ANGELES.		
Jan. 28- Feb. 1	WASHINGTON GIFT SHOW,	HOTEL WILLARD,	WASHINGTON, D.C.
	CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK, N.Y.		

ADVANCE DATES AND NOTICES

Monday Jan. 29 7:30 P.M.	FIFTEENTH LECTURE	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
	Subject of this lecture will be Retail Advertising. E.B. Weiss, Gray Adv. Agency, is the speaker. Contact: Mabel Blake, CI. 5-4149.		
Jan. 29- Feb. 2	LOS ANGELES WINTER FURNITURE MARKET,	L.A. FURN. MART,	LOS ANGELES, CALIF.
	CONTACT: J. J. COWEN, PUB. DIR., 2155 EAST 7TH STREET, LOS ANGELES, CALIF.		
Tuesday Jan. 30 5:00 P.M.- 7:00 P.M.	PRESS PARTY AND MOVIE	F. C. RUSSELL CO.	HOTEL ROOSEVELT
	A special showing for the home furnishings and home building press of the F. C. Russell motion picture, "One Step Ahead," (running time 25 minutes) on fuel-saving, labor-saving combination windows, will be held at 5 P.M. Cocktails and coffee will be served afterward. Mr. F. C. Russell and officers of his company will be hosts in the Hendrick Hudson Room and the adjoining Palm Terrace. Attendance by invitation only. Contact: Florence Brobeck, MU. 8-8197.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Jan. 31- Feb. 3	COLOR IN INDUSTRY COURSE As part of the University's course in Graphic Arts, students may register during this period for an evening class in Color in Industry, conducted by Lorain Fawcett of Allcolor Co. This basic course teaches the Munsell System of color notation and its application to the graphic and industrial fields. Course will start on February 7 and be held each Wednesday from 6:35 to 8:15 P.M. Contact: Lorain Fawcett, Allcolor Co., Inc., MU.2-4807.	COLUMBIA UNIVERSITY	MORNINGSIDE HTS.
Feb. 4- Feb. 7	WESTERN GIFT, LAMP, HOUSEWARES SHOW, WESTERN MDSE. MART, SAN FRAN., CAL. CONTACT: KAY LEBER, 1355 MARKET STREET, SAN FRANCISCO 3, CALIFORNIA.		
Feb. 4- Feb. 7	BUFFALO MART GIFT SHOW, HOTEL STATLER, BUFFALO, NEW YORK. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Sunday Feb. 4- Feb. 17	MDSE. MART GIFT SHOW The annual gift show and the china, glassware and pottery market will be held on these dates concurrently with the Chicago Gift Show. Publicity: Gertrude Shrock, News Bureau, Merchandise Mart, Chicago 54, Illinois.	MERCHANDISE MART	CHICAGO 54, ILL.
Monday Feb. 5 7:30 P.M.	SIXTEENTH LECTURE Subject of this lecture will be "Coordinating All Factors in an Advertisement." Speakers are Catherine Owens, Hearst Adv. Service; Barbara Bender, Wm. Esty & Co., Agnes Nablo, Young & Rubicam; Nancy Wheeler, O'Mara & Ormsbee. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA
Feb. 5- Feb. 9	NATIONAL NOTION & NOVELTY EXHIBIT, HOTEL NEW YORKER, NEW YORK, N. Y. CONTACT: G. E. ENGLISH, HOTEL STATLER, NEW YORK 1, N. Y.		
Feb. 5- Feb. 9	WESTERN FURN. EXCH. & MDSE. MART SHOW, SAN FRANCISCO, CALIFORNIA. CONTACT: A. C. BALL, 1355 MARKET STREET, SAN FRANCISCO, CALIFORNIA.		
Monday Feb. 5- Feb. 16	CHICAGO GIFT SHOW WEEK LATER THAN PLANNED Due to the Canning Congress which will occupy most of Chicago's hotel rooms the week before, the Gift Show has been postponed to the dates above so that there will be adequate accommodations for gift buyers. Several outstanding lines of decorative accessories and ceramics have been added to the show. On Feb. 8 there will be a dinner-dance at the Palmer House and on Feb. 13, a cocktail-buffet at the La Salle Hotel. Contact: George F. Little Management, 220 Fifth Ave., N.Y.C., MU. 9-7147.	EASTERN MFRS. & IMPORTERS EXHIBIT	LASALLE HOTEL & PALMER HOUSE
Monday Feb. 5 Just out	U.S. INDUSTRIAL DESIGN The annual publication of this organization, "U.S. Industrial Design," will be published on this date by Studio Publications, Inc., in association with Thomas Y. Crowell. This 184-page volume illustrates outstanding design achievements of the past year. It will be available through leading bookstores at \$10 a copy. Contact: Society of Industrial Designers, 48 E. 49.	SOC. OF IND. DESIGNERS	48 EAST 49TH ST.
Feb. 11- Feb. 14	WESTERN AREA JEWELRY & SILVERWARE SHOW, BILTMORE HOTEL, LOS ANGELES, CAL. CONTACT: LOS ANGELES TRADE FAIR, INC., 1151 S. EWAY, LOS ANGELES, CAL.		
Feb. 11- Feb. 15	SEATTLE WESTERN MDSE. EXHIBITORS ASSN. SHOW, OLYMPIC & NEW WASHINGTON HOTELS, SEATTLE, WN. CONTACT: KAY LEBER, 1355 MARKET ST., SAN FRAN., CAL.		
Feb. 12	LINCOLN'S BIRTHDAY (Monday)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 13-23	BRITISH FURNITURE & ALLIED TRADES EXHIBITION, LONDON, ENGLAND.		
Feb. 14-	FORT LAUDERDALE HOME SHOW, FORT LAUDERDALE, FLORIDA.		
Feb. 18	CONTACT: C. H. BROOKS, MGR., 252 N.E. 54TH STREET, MIAMI, FLORIDA.		
Thursday	REGULAR LUNCHEON	HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT
Feb. 15	The regular luncheon of this organization will be held on this date.		
12:15 P.M.	Speaker and subject will be announced later. Contact: Josephine Brush, PL. 5-2276.		
Thursday	SEVENTH ANNUAL ADEQUATE	NATL. ADEQUATE WIRING BUR.	SHERATON-GIBSON
Feb. 15-	WIRING CONFERENCE	155 EAST 44TH STREET	CINCINNATI, OHIO
Feb. 16	Case studies of successful Adequate Wiring Programs, good speakers, open forum discussions, will mark this conference. Contact: Norman Wicks, Natl. Adequate Wiring Bur., 155 E. 44th St., N.Y. 17, MU. 2-1500.		
Feb. 15-	NATIONAL AMERICAN WHOLESALE GROCERS ASSN. MEETING, DRAKE HOTEL, CHICAGO, ILL.		
Feb. 17	CONTACT: M. L. TOULME, 60 HUDSON ST., NEW YORK 13, N.Y.		
Feb. 17-	HOME BLDRS. ASSN. OF GREATER ST. LOUIS, KIEL AUDITORIUM, ST. LOUIS, MO.		
Feb. 25	CONTACT: H. J. LOOSLEY, 1624 DELMAR BLVD., ST. LOUIS 3, MISSOURI.		
Feb. 18-	PORTLAND WESTERN MDSE. EXHIBITORS ASSN. SHOW, PORTLAND, HOTEL PORTLAND, ORE.		
Feb. 21	CONTACT: KAY LEBER, MGR., 1355 MARKET ST., SAN FRANCISCO, CALIFORNIA.		
Feb. 18-	CLEVELAND GIFT SHOW, HOTEL STATLER, CLEVELAND, OHIO.		
Feb. 21	CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Feb. 18-	DALLAS GIFT SHOW, BAKER HOTEL, DALLAS, TEXAS.		
Feb. 23	CONTACT: FRED SANDS, 1610 DIERKS BLDG., KANSAS CITY, MISSOURI.		
Feb. 18-	ALLIED GIFT & JEWELRY SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS.		
Feb. 23	CONTACT: MRS. MILDRED DALTON, 712 SO. OLIVE ST., LOS ANGELES 4, CALIF.		
Tuesday	HOME LIGHTING COURSE	NEW YORK UNIVERSITY	WASHINGTON SQUARE
Feb. 20	With the cooperation of the Residence Lighting Forum, N.Y. University is offering a complete home lighting course. Designed to meet the needs of		
7:15 P.M.-	the decorator, designer, architect, homemaker, the course will include all		
9:30 P.M.	the basic knowledge needed to understand lighting language, problems, proper		
Apr. 10	applications of light and lighting design as used decoratively and functionally in today's interiors. Experts will deal with the various phases of the course which will be held for 8 consecutive Tuesdays. For further information contact: Professor Sidney G. Roth, Div. of Gen. Education, N.Y. University, 3 Wash. Sq. North.		
Feb. 21-	ALLIED GIFT SHOW, HOTEL ADOLPHUS, DALLAS, TEXAS.		
Feb. 26	CONTACT: MRS. MILDRED DALTON, 712 S. OLIVE ST., LOS ANGELES, CALIFORNIA.		
Monday	NEW YORK GIFT SHOW	GEORGE F. LITTLE MGMT.	STATLER; NEW YORKER
Feb. 26-	The fortieth semi-annual gift show is being held one week later than usual		
Mar. 1	to permit exhibitors to return from the Chicago show. Due to reservation difficulties the show will only run Monday through Thursday, but to make up for time lost on Friday, exhibits will remain open from 9 A.M. to 9 P.M. Monday and Tuesday; from 9 A.M. to 6 P.M. Wednesday and Thursday. Contact: George F. Little Management, 220 Fifth Ave., MU. 9-7147.		

<u>DATE</u>	<u>WHAT GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY & GARDEN NEWS</u>			
Thursday Jan. 11 Going on	SPECIAL EXHIBITION A special exhibition of European porcelain and pottery will continue for some weeks. The collection includes distinguished examples of French, German, Austrian, English, Dutch and Italian origin as well as Russian, Danish and Swiss. While they range in date from the 15th to the early 19th century, most are 18th century. Contact: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	82ND & 5TH AVENUE
Wednesday Jan. 24- Mar. 25	EXHIBIT: ABSTRACT ART A large historical survey of abstract painting and sculpture in America will go on display. A symposium on abstract art in America will be conducted by the Museum on Feb. 5. Publicity: Betty Chamberlain, CI.5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
Jan. 30	PRESS PREVIEW OF LAMP COMPETITION DESIGNS AT MUSEUM OF MODERN ART ORIGINALLY SCHEDULED FOR THIS DATE HAS NOW BEEN POSTPONED TO MARCH 27, 1951.		

LAST MINUTE NOTICE

Monday Jan. 15- Jan. 27	NEW TIFFIN GLASS "Carnival" is the theme of a table setting display staged in the glassware and china departments. Helen Arms, in charge of Tiffin Glass place settings will speak daily. Publicity: for Hudson: Mr. Reilly Bird; Publicity for Tiffin: Florence Brobeck, 444 E. 52, N.Y.C. 22; MU.8-8917.	J. L. HUDSON CO.	DETROIT, MICHIGAN
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RADIO AND TELEVISION PROGRAMS

From now on, instead of listing specific program material, HOME FURNISHINGS CALENDAR will list programs by name and station in all parts of the country which handle home furnishings, food and related merchandise in some form.

Station WOR and WOR-TV - New York, N.Y. - Radio and Television Programs

10:00 - 10:30 A.M. - Barbara Welles Show (television)
 10:30 - 11:00 A.M. - Sally Smart's Kitchen (television)
 11:00 - 11:30 A.M. - Mr. and Mrs. Shopper (television)
 11:30 - 12:00 A.M. - Women Talk It Over - the McCanns (television)
 8:15 - 9:00 A.M. - Breakfast with Dorothy and Dick (radio)
 10:15 - 11:00 A.M. - Martha Deane (radio)
 4:00 - 4:30 P.M. - Barbara Welles Show (radio)

PERSONNEL CHANGES AND ADDITIONS

Will all subscribers having List of Editors please make changes given below.

Modern Bride, 366 Madison Avenue, New York 17, N.Y. MU. 7-8080
 Kitty Robinson, formerly on the staff of Flair, is now the Home Furnishings Editor of Modern Bride, replacing Elizabeth Hillyer who remains in Chicago.

Harper's Bazaar, 572 Madison Avenue, New York 22, N.Y. PL. 5-2800
 Mrs. Betty Shonnard has replaced Eleanor Perenyi as Home Furnishings Editor on Harper's Bazaar. She is also Shopping Editor, in place of Laura Pyzel.

Look Magazine, 488 Madison Avenue, New York 22, N.Y. MU. 8-0300
 John Peters, formerly on the staff of Flair, is now in charge of the Home Living Department on Look Magazine.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

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